

SHOPPING BAG CHALLENGE

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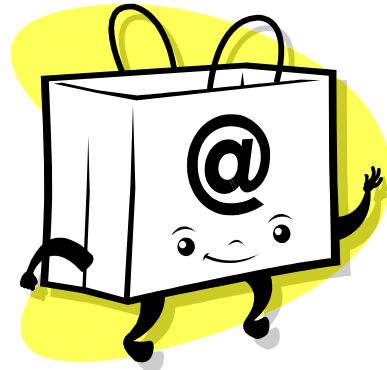
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Marketing
Fashion Marketing

SHOPPING BAG CHALLENGE:

You are to design a shopping bag that will allow the consumer to immediately identify the store and understand the product being sold.

This shopping bag must out-class the current shopping bags in the market place and become a household name!



Your bag can promote a contemporary image for the retail store or reflect the history and tradition of the establishment.

The bag should reflect sophistication and elegance. It should remind me of a high-powered world of advertising, television commercials, or Hollywood Red Carpet fashion glitz.

Strong visual impact is a MUST. Remember that shopping bags are portable publicity for stores

YOUR TASK

To create a shopping bag that reflects the image of a retail store.

This bag is to include:

- Graphics printed on the shopping bag to create a beautiful bag and “mini-billboards” (you may use magazine cut outs...ex perfume, scarf’s)
- Web site address
- "In-store coupons,”---(Macy’s)
- Mail-in rebates
- Coupons that can be a stick-on, peel-off,(Newsday) enclosure or printed on the bottom portion of the paper bag, where the consumer can easily cut it out for redemption and would like to be seen shopping with
- The drawings should be suitable for all shopping bags?
- It must be colorful with dimension (ex flower store.....create a flower and paste it on the bag to add depth to your bag.)
- **You must create an original logo**...signature for your bag. This signature must appear on both sides of the bag.(Lord & Taylor)